

Rep Order#	6865730	Ver#	1	Status	New	Traffic Order#	10/22/2012 8:30 AM	Printed:	2 of 3
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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:30 AM

2 of 3

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Agency Contract #	Flight Dates
11A271231	10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Person () **Person ()**

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 0.9	9	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/29-10/29	1	1	1	\$100.00	
Rating: 0.9	10	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/30-10/30	1	1	1	\$100.00	
Rating: 6.4	11	TH	8P-9P	X-FCTR-THU-FOX	:30	\$2,500.00	10/25-10/25	1	1	1	\$2,500.00	
Rating: 4.4	12	W	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/24-10/24	1	1	1	\$1,200.00	
Rating: 4.4	13	TH	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/25-10/25	1	1	1	\$1,200.00	
Rating: 4.4	14	F	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
Rating: 4.4	15	M	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
Rating: 4.4	16	TU	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
Rating: 2.5	17	W	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
Rating: 2.5	18	TH	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
Rating: 2.5	19	M	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1257 Agency C/P1/P2/E 11/27/1257
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005
Fax# Hiatus Weeks Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU	1045P-11P	SPORTSWRAP M-F/AVG.	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	

Rating: 2.5

---REPORT TOTALS---

Report Totals: 20 / \$11,600.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$7,720.00 Nov 12: 8 / \$3,880.00

Sales Totals: 20 / \$11,600.00

Station Totals: 20 / \$11,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$386,667	CATV 0%	WAVY 31%	WGNT 1%	WPXV 0%	WTKR 18%
			WTVZ 0%	WVBT 3%	WVEC 47%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE